



AGRINET VIDEO TRAINING PROJECT

Sharing knowledge is not about giving people something, or getting something from them. That is only valid for information sharing. Sharing knowledge occurs when people are genuinely interested in helping one another develop new capacities for action; it is about creating learning processes.

TRAIN CLIENTS WITH CUSTOM VIDEOS

The way you train your clients is important in enabling them to increase sales. Recent studies have shown that when a client is adequately trained in the beginning, they feel more confident in their job and therefore sell more.

- Peggy Morrow; *Training for Success*

Training videos are exactly what the title says - videos made for the purpose of training. Video has long been recognized as a valuable teaching medium because it can effectively convey to students and instructor's visual clues, for example, gestures, posture and facial expressions that aid communication and comprehension. Decades of research show body language is the single most important element in verbal communication.

In good times as well as bad, one of the biggest hidden expenses for many businesses is the cost of bringing employees up to speed or training existing employees on new products. A detailed product training video is one of the most direct routes to lower client training costs. A product training video can streamline client product training and assist all employees to become productive more quickly, which mean more sales. When a company has a large and geographically diverse audience, it can be extremely expensive to either send experienced trainers to all of them, or pay for each individual to attend training courses. A training video can dramatically reduce these costs, and make the training information immediately available to all clients. When you have to train a wide and geographically diverse audience, training videos can be the ideal means of getting the information through to your clients in the fastest and most cost effective way.

Today's "visually literate" society gets most of its information from television and the Internet. Trainers are now realising that video is the medium of choice. Video saves time because your message is presented faster and trainees do not have to travel, which means they are not out of the office for a long period. With video, you have complete control of your message, and viewers are presented just the information you want, in the exact order you want.

A professionally produced video will engage and hold the viewer's attention better than any other medium. Using video to train clients will give your company a competitive edge. Video brings the viewer right inside your facility to see the entire production process, including the quality of materials and workmanship that goes into your company's products and services. A professionally produced training video can be designed to complement your already existing printed material.

An example of an Agrinet Product Training video can be seen on Youtube:

<http://www.youtube.com/watch?v=w04GeZxFhy8>

HOW DOES IT WORK

- Product training videos will be used in a structured programme where all floor personnel of stores will be trained by Agrinet representatives.
- Training will be monitored. After each training session Agrinet representatives need to complete an online electronic control form on the Agrinet Training Academy website - www.agrinet.co.za. Sales managers will receive an e-mail to notify them what training has been presented for which store, and who attended the training.
- Each Agrinet representative needs to present at least four training sessions per month.



- After watching the video, trainees will be able to log onto the Agrinet website - and complete the online multiple choice test in order to identify gaps and also to see if trainees understand the material. The pass rate is 75%.
- After completion of the test, the trainee as well as the Agrinet Training Academy will receive an e-mail notification with the test results.
- Refresher courses will be done at least once a year.